

CLEAN VERSION OF PENDING CLAIMS

H1
1 1. (Seven Times Amended) A system comprising:
2 a target computer to receive a content; and
3 a content provider coupled to the target computer via a network to transmit the
4 content, the content provider comprising:
5 a user rule page containing information obtained from the target computer by a first
6 agent; and
7 a rulebook to provide a rule based on the user rule page, the rule controlling the
8 content to be transmitted from a database to the target computer.

SLG #2
1 2. (Three Times Amended) The system of claim 1 wherein the rule is stored in
2 form of a condition-action pair.

H3
1 3. (Four Times Amended) The system of claim 2 wherein a condition in the
2 condition-action pair is a hardware characteristic of the target computer.

H4
1 4. (Three Times Amended) The system of claim 3 wherein the hardware
2 characteristic is a modem speed.

H5
1 5. (Three Times Amended) The system of claim 1 wherein the first agent uses an
2 internet programming language.

H6
1 6. (Three Times Amended) The system of claim 1 wherein the rule page
2 comprises at least one of a hardware profile indicating hardware capabilities of the target
3 computer, a software profile indicating software used by the target computer, and a user
4 profile including dynamic information related to a user using the target computer.

H7
1 7. (Seven Times Amended) A method comprising:

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2 obtaining information from a target computer by a first agent, the information being
3 stored in a user rule page;
4 providing a rule based on the rule page by a rule book, the rule controlling a content
5 from a database; and
6 transmitting through a network the content from the database to the target computer.

1 8. (Three Times Amended) The method of claim 7 further comprising storing the
2 rule in form of a condition-action pair.

1 9. (Three Times Amended) The method of claim 8 wherein a condition in the
2 condition-action pairs is a hardware characteristic of the target computer.

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H 5/2/97
1 10. (Two Times Amended) The method of claim 9 wherein the hardware
2 characteristic is a modem speed.

1 11. (Amended) The method of claim 7 wherein the rule page comprises at least
2 one of a hardware profile to indicate hardware capabilities of the target computer and a
3 software profile to indicate software used by the target computer.

9
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1 12. (Amended) The method of claim 7 wherein the content is transmitted in an
2 internet protocol format.

10
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1 13. (Two Times Amended) The method of claim 7 wherein the rule page
2 comprises a user profile including dynamic information related to a user using the target
3 computer.

11
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1 14. (Five Times Amended) A system comprising:
2 a content provider transmitting a content via a network to a target computer, the
3 content provider comprising:
4 a user rule page containing information being obtained from the target computer by a
5 first agent; and

#11
6 a rulebook to provide a rule based on the user rule page, the rule controlling a content
7 transmitted from a database to the target computer.

1 15. Claim 15 cancelled.

#12
1 16. (Four Times Amended) The system of claim 14 wherein the rule is stored in
2 form of a condition-action pair.

1 17. (Two Times Amended) The system of claim 16 wherein a condition in the
2 condition-action pair is a hardware characteristic of the target computer.

#13
1 18. (Two Times Amended) The system of claim 17 wherein the hardware
2 characteristic is a modem speed.

SL-4
#14
1 19. (Three Times Amended) The system of claim 14 wherein the rule page
2 comprises a hardware profile to indicate hardware capabilities of the target computer.

1 20. (Three Times Amended) The system of claim 14 wherein the rule page
2 comprises a software profile to indicate software used by the target computer.

1 21. (Two Times Amended) The system of claim 1 further comprising a second
2 agent to update information in the user rule page rule directs the content in a database and
3 provides a rule page corresponding to the target computer].

#15
1 22. (Three Times Amended) The system of claim 14 wherein the content is
2 transmitted in an internet protocol format.

1 23. (Two Times Amended) The system of claim 20 wherein the software profile
2 includes a software package and memory usage by the target computer.

1 24. (Amended) The system of claim 6 wherein the hardware profile includes a
2 type of processor, an amount of memory available, processor clock speed and memory usage
3 on the target computer.

1 25. (Amended) The system of claim 6 wherein the software profile includes a
2 software package and memory usage by the target computer..

1 26. (Amended) The system of claim 6 wherein the dynamic information
2 comprises information on web sites visited and time spent by the user.

1 27. (Two Times Amended) The system of claim 14 wherein the rule page
2 comprises a user profile including dynamic information related to a user using the target
3 computer.

1 28. (Amended) The system of claim 4 wherein the rule matches the content with
2 the hardware characteristic of the target computer.

1 29. (Amended) The system of claim 1 wherein the content is an advertisement
2 banner.

1 30. (Amended) The method of claim 7 further comprising:
2 updating the information in the rule page.

1 31. (Three Times Amended) The method of claim 30 wherein updating the
2 information comprises:
3 inserting new data into the rule page; and
4 removing old data from the rule page.

1 32. (Two Times Amended) The system of claim 19 wherein the hardware profile
2 includes a type of processor, an amount of memory available, processor clock speed, and
3 memory usage on the target computer.

1 33. (Amended) The method of claim 11 wherein the hardware profile includes a
2 type of processor, an amount of memory available, processor clock speed and memory usage
3 on the target computer.

1 34. (Amended) The method of claim 11 wherein the software profile includes a
2 software package and memory usage by the target computer.

1 35. (Amended) The method of claim 7 wherein the dynamic information
2 comprises information on web sites visited and time spent by the target computer.

1 36. (Two Times Amended) The system of claim 27 wherein the dynamic
2 information comprises information on web sites visited and time spent by the user.

1 37. (Amended) The method of claim 10 wherein the rule matches the content with
2 the characteristic of the target computer.

#19 1 38. The method of claim 7 wherein the content is an advertisement banner.

1 39. (Amended) The method of claim 7 wherein the first agent uses an internet
2 programming language.

1 40. (Two Times Amended) The system of claim 14 wherein the first agent uses an
2 internet programming language.

1 41. The system of claim 1 wherein the content is transmitted in an internet
2 protocol format.

1 42. (Amended) The system of claim 14 further comprising a second agent to
2 update information in the rule page.

1 43. (Amended) The system of claim 1 further comprising a second agent to
2 update information in the rule page.

1 44. The method of claim 7 wherein the content is an ad banner.

1 45. (Amended) The system of claim 14 wherein the content is an ad banner.

1 46. (Newly Added) The system of claim 1 wherein the first agent is an object
2 code for a control residing on a web page.

1 47. (Newly Added) The system of claim 47 wherein the control is transmitted
2 with the web page while a dormant object code resides on a server.

1 48. (Newly Added) The system of claim 1 wherein the target computer
2 communicates with additional content providers, and wherein the target computer maintains
3 several provider rule pages of the additional content providers.

1 49. (Newly Added) The system of claim 48 wherein each provider rule page
2 includes information from at least one of the additional content providers.

1 50. (Newly Added) The method of claim 7 wherein the first agent is an object
2 code for a control residing on a web page.

1 51. (Newly Added) The method of claim 50 further comprising transmitting the
2 control with the web page while a dormant object code resides on a server.

1 52. (Newly Added) The method of claim 7 further comprising:

2 communicating the target computer with additional content providers, the target
3 computer maintaining several provider rule pages of the additional content providers.

1 53. (Newly Added) The method of claim 52 wherein each provider rule page
2 includes information from at least one of the additional content providers.

1 54. (Newly Added) The system of claim 14 wherein the first agent is an object
2 code for a control residing on a web page.

1 55. (Newly Added) The system of claim 54 wherein the control is transmitted
2 with the web page while a dormant object code resides on a server.

1 56. (Newly Added) The system of claim 14 wherein the target computer
2 communicates with additional content providers, and wherein the target computer maintains
3 several provider rule pages of the additional content providers.

1 57. (Newly Added) The system of claim 56 wherein each provider rule page
2 includes information from at least one of the additional content providers.